

## REGISTRATION FORM

*National Seminar on*  
**INNOVATE & ELEVATE: THE PATH TO  
ENTREPRENEURIAL EXCELLENCE**  
25<sup>th</sup> March, 2025

Name : \_\_\_\_\_  
Institution : \_\_\_\_\_  
Designation : Student / Scholar / Faculty  
Address : \_\_\_\_\_  
\_\_\_\_\_

Pin Code : \_\_\_\_\_  
Mobile No : \_\_\_\_\_  
E-Mail : \_\_\_\_\_

Are you going to present a paper? Yes / No

If Yes, Title of the Paper \_\_\_\_\_  
\_\_\_\_\_

Payments Details : \_\_\_\_\_

Place:

Date:

Signature of the Participant

(Photo Copy of this Format can be used)

Or

Click to register: <https://forms.gle/3NeYVigafnxogqp7>

Or

Scan to register



## ORGANISING TEAM

Patron

Dr. Sr. MARY GILDA, Secretary

Chairperson

Dr. Sr. SAHAYASELVI, Principal

Convenor

Dr. S. JENI SANJANA, Head of the Department

Organising Secretaries

Dr. S. PANIMAYA MERCY, Assistant Professor

Dr. A. BABILA KINGSLY, Assistant Professor

## ORGANIZING COMMITTEE

Dr. J.M. VINITHA CHARLES, Associate Professor

Dr. A. SAMEEMA, Associate Professor

Dr. S. VIMAL DOLLI, Assistant Professor

Ms. J. JOSEPHINE SHINY, Assistant Professor

## REGISTRATION FEE

Students : Rs. 300/-

Research Scholars : Rs. 350/-

Faculty : Rs. 400/-

Publication fee : Rs. 600/-

All payments should be made to the following account:

A/C Name : The Principal

A/C No : 5583583365

Bank : Central Bank of India

IFSC : CBINO283659

Branch : Roch Nagar

For Further Details

Dr. S. Panimaya Mercy - 9841608081

Dr. A. Babila Kingsly - 9003993704



**HOLY CROSS COLLEGE  
(AUTONOMOUS),  
NAGERCOIL - 629 004**



Affiliated to Manonmaniam Sundaranar University, Tirunelveli  
Accredited with A++ Grade (CGPA 3.53) by NAAC - V Cycle  
An ISO 9001:2015 certified institution



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25<sup>th</sup> March, 2025

*Organised by*

**PG & RESEARCH DEPARTMENT OF ECONOMICS  
HOLY CROSS COLLEGE (AUTONOMOUS)  
NAGERCOIL - 629 004**

## About the College

Holy Cross College, Nagercoil is a Catholic College established and administered by the Congregation of the Sisters of the Cross of Chavanod. Holy Cross College, the first Women's College in Kanyakumari District was inaugurated on 2nd August 1965. The college stands for total liberation and development of the whole person of the students in order to prepare them to take their rightful place and responsibility in the society. It offers 14 U.G., 11 P.G. & 9 Ph.D. programmes. It also offers many skills based, career oriented certificate and diploma courses.

## About the Department

The Department of Economics is as old as the college itself. Having emerged as an undergraduate Department in 1967, developed as a PG department in 2003 and attained the status of a Research Centre in 2017. The department has produced many university rank holders in the past decades. The inter disciplinary PG course Business Economics (Self financed) was started in 2003. From 2016 it has been changed to MA Economics. The department provides opportunities to tap the talents and skills of our students. It promotes entrepreneurial awareness and nurtures social responsibility. It has collaboration with Scientific Research Association for Economics and Finance (SRAEF), Centre for Entrepreneurship Development and other academic institutions.

## About the Seminar

Innovation and elevation are two pillars that support entrepreneurial success. Innovation involves the ability to think creatively, identify opportunities, and solve problems in unique ways. It's not just about new products or services, but also about adopting new methods, processes, or technologies that can disrupt markets and improve efficiency. For entrepreneurs, continuous innovation ensures they stay ahead of competition and meet evolving customer needs. Elevation is about scaling up your business and personal growth. It means

refining one's vision, expanding reach, and increasing the impact. Elevation requires a mindset focused on leadership, resilience, and adaptability. It's about taking calculated risks, leveraging networks, and continuously pushing one's boundaries. Together, innovation and elevation form a dynamic duo that helps entrepreneurs not only survive but thrive in today's fast-paced, ever-changing business world. Entrepreneurs who embrace both are better positioned to build sustainable businesses and leave a lasting impact on their industries.

## Call for Papers

Focusing on the above mentioned aspect, we call for research papers from academicians, research scholars and students in any one of the following sub themes or related themes.

- Fostering a culture of Innovation in Entrepreneurship
- Digital transformation & its impact on Entrepreneurship
- The future of work: Adapting to changing markets
- Sustainable business practices & green entrepreneurship
- Managing risks & uncertainty in business
- The role of AI in entrepreneurship

## Guidelines for paper presentation

- The soft copies of original and unpublished papers should be submitted on or before 15/03/2025 to [holycrossseconomics@gmail.com](mailto:holycrossseconomics@gmail.com)
- The paper should not exceed 6 pages including tables and diagrams
- Font style: Times New Roman, Font size: 12 and line space: 1.5
- The selected papers will be published in an ISBN book.
- The additional fee of Rs.700 should be paid for hard copy of the book.

## Programme

9.15 AM : Registration  
9.30 AM : Inauguration  
Prayer Song : Dept. Choir

Welcome Address : Dr. S. Jeni Sanjana, *Head & Assistant Professor, Department of Economics*

Felicitation : Dr. Sr. Sahayaselvi, *Principal*

Key Note Address : Dr. T. Ravi Sankar, *Associate Professor of Economics, Arulmigu Palaniandavar College of Arts and Culture, Palani*

Vote of Thanks : Dr. J.M. Vinitha Charles, *Associate Professor*

### Technical Session

11.30 AM-12.30 PM: Technical Session-I

Welcome Address : Dr. A. Sameema, *Associate Professor*

Resource Person : Er. R.Sujith, M.E., *District Resource Person (PMFME), (AIF), GKERD, Programme Head, GKERD Entrepreneurship Skill Development Institute, Nagercoil*

Topic : "Emerging Trends in Entrepreneurship: Social Media Marketing"

Vote of Thanks : Ms. J. Josephine Shiny, *Assistant Professor*

12.30-1.30 PM : Lunch

1.30-2.30 PM : Paper Presentation

2.30-3.15 PM : Valedictory

Welcome Address : Dr. S. Vimal Dolli, *Assistant Professor*

Valedictory Address: Dr. Sr. K. Francy, *Vice Principal*

Distribution of Certificates

Vote of Thanks : Dr. A. Babila Kingsly, *Assistant Professor*

NATIONAL ANTHEM